



1997-98 KIRIS ASSESSMENT

Open-Response Item Scoring Worksheet

Grade 11—Reading Question 20

Type of Passage: Persuasive

The **academic expectation** addressed by “Electronic Guardian” (Question 20) is

1.2 Students make sense of the variety of materials they read.

The **core content** assessed by this item includes

- Recognize a variety of persuasive and propaganda techniques and explain how they are used.
- Analyze and evaluate the use of persuasion within a passage.

Electronic Guardian

This advertisement is organized and presented to be persuasive. Discuss **three** techniques that the author uses to organize and present information in a persuasive manner.



SCORING GUIDE

Grade 11 Reading

Score	Description
4	Response clearly identifies three techniques the author uses to organize and present information. Response connects those techniques to the goal of persuasion.
3	Response clearly identifies two techniques and connects them to the goal of persuasion. OR Response clearly identifies three techniques and adequately connects them to the goal of persuasion.
2	Response identifies one technique and connects it to persuasion. OR Response identifies two or three techniques but the connection to persuasion is weak.
1	Response identifies one technique and connects it to persuasion. OR Response simply summarizes advertisement.
0	Response is totally incorrect or irrelevant.
Blank	No response.

Techniques of organization and presentation

Photos (insert)
Boldfaced headings (headlines)
Format more like an article than an advertisement
Byline
Problem/solution format
Emotional appeal to concern and safety of pet
Repetition
Emotional language (“guilty”, “best friend”, “mournfully”)
Intentional omission of cost, harmful effects, etc.
Rhetorical questions
Intellectual appeal



READING PASSAGE

Grade 11

Read the following advertisement for a new type of fence to keep your pet dog at home, safe, and under control. Then answer the questions that follow.

Ingenious new product keeps your pet safe and under control ...and your home attractive.

Electronic Guardian allows your pet the freedom to wander on your property. You are free from ugly fencing and the expense of excavating your yard.

J. Miller

Have you ever left for the day only to feel guilty as you glance back and see man's best friend staring mournfully at you from behind closed windows? Have you tried some expensive and perhaps unworkable solutions to this problem—like confining your dog to a crate, tying him outdoors, or even adopting another pet as company?

What can you do?

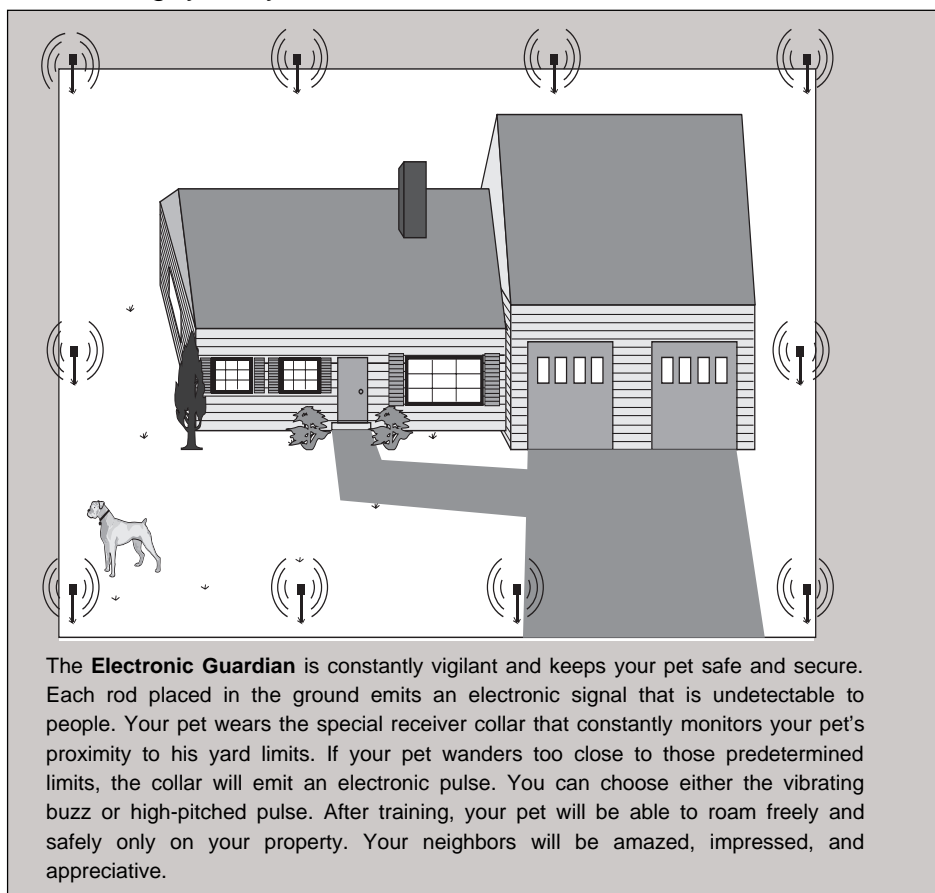
The bottom line is that most dogs must be confined for the day to keep both them and your home safe. Some pets are fine when left indoors for periods of time, but larger and more active dogs need the freedom and exercise that only being outdoors can provide. In the past, the alternative has been to purchase expensive, view-restricting fencing or to dig up your yard to bury expensive electronic fences. Now, however, new technology provides a way to keep your pet safe and under control and still keep your home attractive.

New options

This new alternative, **Electronic Guardian**, uses electronic waves to wrap your yard in an invisible fence. **Electronic Guardian** allows your pet the freedom of the yard, but allows you to determine what that yard will be. Your pet is free to roam in a designated area, and you can keep valuable property, such as cars and landscaping, safe from mess and destruction.

The right thing to do

The placement of **Electronic Guardian** fence rods allows you to determine where your dog can roam. If your pet gets too close to the fence rods, he will feel the receiver collar vibrate. If he ignores this warning, the collar emits a harmless but attention-getting electronic pulse. In time

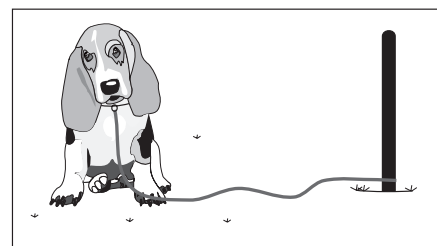


and with training, your pet will learn to avoid the restricted areas. **Electronic Guardian** can also be placed in a “vibrate only” mode, where your pet will never receive a pulse from the collar—only a soft vibrating buzz will act as a gentle reminder.

Attractive design

Electronic Guardian blends gracefully into your landscape. One rod effectively covers 25 feet of yard; the average yard requires about 10–12 rods. Each rod sits only four inches above the ground and is self-contained; there are no wires to

run or trenches to dig. The green color of the **Electronic Guardian** rods blends nicely with grass and foliage. And, unlike other non-traditional fences, **Electronic Guardian** isn't affected by precipitation, lightning, or wind.





ANNOTATED STUDENT RESPONSE

Grade 11 Reading

Sample 4-Point Response of Student Work

Student Response

If you're wanting to sell something to someone you must use appropriate persuasive techniques to sway the consumer. In the Electronic Guardian advertisement the author uses three distinctive methods to persuade the reader to buy his product.

First, the author begins by asking rhetorical questions which appeal to both your emotional and intellectual levels. He gets you thinking about how you are treating your dog and how it may feel. This helps to persuade you to read on and find out how to help the animal out.

From there the author divides the article up into four different sections with appealing titles. He grabs your attention by boldfacing certain words and underlining key words. This really grabs your attention and gets you interested.

Finally, the author begins to use repetition. He repeats the name of his product and boldfaces it to make it that more appealing. The author is continuously trying to grab your attention and push his product in a non-pushy way.

The author of this article uses the appropriate techniques to try and sell his product in a non-pushy manner. He attempts to appeal to you on all levels. This

Student identifies and discusses the persuasive technique of "boldfacing certain words and underlining key words."

Student identifies and discusses the persuasive technique of using "repetition."

Student identifies and discusses the persuasive technique of "asking rhetorical questions which appeal to both your emotional and intellectual levels."

Student describes the technique used to organize the text (i.e., "four different sections with appealing titles").

Overall, student demonstrates a strong understanding of the use of persuasion in a passage of text. Student clearly identifies and discusses three persuasive techniques and clearly connects them to the author's goal of selling a product.



ANNOTATED STUDENT RESPONSE

Grade 11 Reading

Sample 3-Point Response of Student Work

Student Response

The first paragraph of the advertisement uses rhetorical questioning as a persuasive technique. Questions are asked in a manner that makes you feel sorry for the poor doggie in the window.

The way that the boldface captions are organized is an example of a persuasive technique. The first caption "What can you do?" provides you with the past methods of dealing with this problem. The next caption "New options" introduces the Electronic Guardian, the product which the advertisement is trying to sell. The last two captions "The right thing to do" and "Attractive design" give more reasons why you should buy the Electronic Guardian.

Whenever the Electronic Guardian is mentioned in the advertisement it is printed in boldface letters. This way it stands out

← Student clearly identifies the persuasive technique of using "rhetorical questioning." Student mentions that the questions have an emotional appeal.

← Student generally describes a second persuasive technique (i.e., "the way that the boldface captions are organized") and generally explains how the organization of each caption is persuasive.

← Student identifies and discusses the persuasive technique of consistently boldfacing the name of the product throughout the advertisement.

Overall, student identifies and discusses three techniques and adequately connects them to the goal of persuasion.



ANNOTATED STUDENT RESPONSE

Grade 11 Reading

Sample 2-Point Response of Student Work

Student Response

There are several techniques that the author uses to be persuasive in this advertisement. The first is the use of rhetorical questioning. This is demonstrated in the first paragraph and headings. It is used to attract the readers attention. Another technique is the use of "you." The author does this several times in order to make the reader think he is talking to them only. The third technique is appeal. This is done in the last paragraph when the author describes how the product is made to neatly blend.

← Student identifies the persuasive technique of "rhetorical questioning." Student incorrectly refers to the use of such questions in the headings.

← Student identifies and discusses the persuasive technique of using the term "you."

← Student attempts to identify a third persuasive technique (i.e., "appeal") but the explanation and the connection to persuasion are weak.

Sample 1-Point Response of Student Work

Student Response

The man advertising his product wants people to know about his product. He also wants the people to know that this is a product that is safe and easy to use. Also, he wants people to understand the safety of their pets. These are all ways the author uses to organize and persuade.

← Student attempts to identify the author's goals but does not identify any persuasive techniques.



INSTRUCTIONAL STRATEGIES

Grade 11 Reading

The open-response item “Electronic Guardian” assesses students’ ability to recognize persuasive techniques used in an advertisement. Students must identify the techniques used to organize and present information and connect these techniques to the overall goal of persuasion. The instructional strategies below present ideas for helping students explore and master these skills.

Have students work individually, in pairs, in small groups, or as a whole class to complete any or all of the following activities.

- A. Review (or introduce) basic techniques of persuasion with the entire class. Then ask students to:
 1. Analyze the “Electronic Guardian” advertisement and identify all of the persuasive techniques used in the advertisement..
 2. Identify some techniques which were not used and discuss how their inclusion might have improved or affected the advertisement.
 3. Discuss the effectiveness of the ad and how the ad appeals to potential buyers.
- B. Provide students with (or ask students to find) other advertisements that also rely heavily on text. Then ask students to:
 1. Identify the persuasive techniques used in the advertisements.
 2. Select the ad that they think is the most effective and explain why.
 3. Brainstorm suggestions to improve the less effective ads.
- C. Ask students to think of a known product or to imagine a product. Then ask students to:
 1. Create an original ad for their product using the “Electronic Guardian” ad as a model.
 2. Share their ads in small groups. Analyze and discuss the ads on the basis of effective use of persuasive techniques.
- D. Discuss with students the use of persuasive techniques in other print, radio, television, and Internet advertising. Then ask students to:
 1. Compare and contrast the effectiveness of the ads for the different media.
 2. Work in teams of two or more (groups may be teacher-selected) to create an ad campaign for a real or imaginary product. Using appropriate persuasive techniques, create advertisements for at least two different media.
 3. Share the advertisements created by their group and discuss their ads’ effectiveness.